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GOOD IRIS NEWS

FOR OUR FRIENDS
AND CUSTOMERS

NEW INTRODUCTIONS 2 p. 1.

" From DR. W. McL. AYRES

JAPANESE IRIS

TO IRIS DEALERS:

We want to make a statement relative to prices.

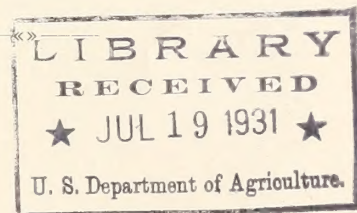
Our list is sent to the wholesale trade in January — the first Iris list in the field for the year. As a result, we lay ourselves open to price-cutters, and since the distribution of our list three or four growers have issued lists pricing certain items considerably below our quotations. We want you to have confidence in us, to feel that you have made no mistake in placing your order with us early in the season, or in case you are contemplating an order, to know that you will get approximately the same value you would get elsewhere, even though our list prices are in a few cases higher.

Here is an instance: Our price on DOLLY MADISON is evidently high, as compared to the lists of some other growers. So suppose you have ordered three roots, we will send five instead of three. San Francisco is another example; in many cases we will send you double the quantity you have ordered. On the back page of this folder you will find our complete price list, and the varieties with an asterisk (*) before them will be sent out liberally, so as to give the same value offered by our competitors.

Finally, please bear in mind that our rhizomes are NOT IRRIGATED and NOT FERTILIZED. They are uniformly fine roots of extra large size, attaining this wonderful growth only as a result of good soil, a favorable climate, and diligent intensive cultivation. Give us a trial order and see for yourself.

COOLEY'S IRIS GARDENS

SILVERTON - OREGON



1931 INTRODUCTIONS

of
DR. W. McL. AYRES
of

CINCINNATI, OHIO



ELDORIC. His most outstanding production to date. Has been a sensation in his garden for three years past, as well as a favorite with those who saw it flower in England.

Meldoric combines the richness of Dominion with the size and majesty of Mesopotamica, without the tenderness of the latter strain. The flowers are blue-black in effect, colossal in size, with broad flaring falls and standards of huge size and darkest hue.

This magnificent Iris carries the endorsement of such prominent authorities as Mrs. Peckham, Dr. Waller and Mr. Bretschneider.

Monster rhizomes.....\$30 each



Meldoric

VENUS DE MILO. For many years Dr. Ayres has been breeding with Dominion, and one of his objectives has been a white, characteristic of this famous strain. Out of perhaps a dozen superb whites, all large, tall, and in varying degrees of purity of color, this one has been selected this past blooming season as the best. It is an absolutely clear white, of a warm creamy tone, with a yellow beard. In size it is much larger than any hardy white we have seen, with exception of Wambliska, which has a distinct blue flush in the standards. VENUS DE MILO has petals of extra heavy texture; in fact, it stood up better in a 90-degree sun than any other Iris in our garden.

This is introduced at an exceptionally low price for a super-Iris. It is a rapid increaser, and thus a low introductory price is permitted. **\$10 each.**

ZUNI. A glorious, glowing red-brown, overlaid with a coppery suffusion. Very early, but with so many buds to the stalk that it lasts well into the season. The falls are a brilliant red when seen with the sun's ray through them, and the standards seem as if sprinkled with gold dust. This is one of the most outstanding new varieties seen in the writer's tour of over 10,000 miles the past blooming season. Very large in size, well branched, and about 40 inches in height. As with VENUS DE MILO, this splendid offering may be had at the low price of **\$10 each.**

TAPESTRY. A subtle blend of monster size, smoky mulberry in general color effect, with the center of the fall intensely colored, passing out to the smoky tones of the standards. This variety

calls to mind Dr. Ayres' famous "Persia," but the dominant note is dull red instead of dull blue. TAPESTRY is a favorite of Mrs. Ayres, who admired it especially as a cut flower in the house. \$10 each.

SPECIAL GROUP OFFER: Meldoric, Venus de Milo, Zuni and Tapestry, four gems of the modern Iris world, for \$50.00.

Japanese Irises

We offer for the first time a select list of Japanese varieties. They are unsurpassed for naturalizing along creek banks, ponds, or at the edge of small artificial pools in the yard. Their large flat blossoms are produced after the bearded irises have passed, thus prolonging the season considerably. Japanese Iris are happy in a moist situation, although they will not thrive where water stands all winter. They will also give satisfaction in ordinary garden soil, but prefer a slightly acid condition; thus no lime should be applied to them. Delivery in early autumn, about Sept. 10.

PRICES: \$2.50 per ten, five at the ten rate. No order accepted for less than five of one variety.

ALICE BLUE. Double, blue with yellow markings.

ANGELS' DEN. Double, deep vinous-purple.

AYASI. Single, white center with crimson edge.

CLOUD DRESS. Double, grey ground, prominent purple lines.

CLOUDY SKY. Double, white center, tipped with red.

GOLD BOUND. Double, pure snow white, golden bar.

HOREN. Single, white with large orange blotch.

J. A. HAYDEN. Double, a fine violet blue.

JOSEPHINE HEYWOOD. Single, bright blue, vivid purple sheen.

KOHIO. Double, light lavender ground, heavily veined purple.

KOKO-NO-IRO. Double, large red purple, orange blotch.

KOMBARIN. Double, early pure white, very fine.

KOYKA. Double, dark blue-purple, splashed lavender.

KUMONO. Double, lavender veined white, yellow center.

KURO KUMO. Double, deep purple, overlaid blue.

NEPTUNE. Single, beautiful dark blue, orange blotch.

PARAGON. Single, very large flower of deep purple.

SHIGA. Double, blue with reddish sheen, broad petals.

SUIBYIN. Single, very beautiful dark purple, veined white.

TRIUMPH. Single, lavender, veined with rich dark purple.

VIOLET BEAUTY. Single, pansy-violet, yellow blotch, extra fine.

The following is an extract from a letter which we received a few days ago. Mr. Hill's order was one of the first shipments we made this season:

Dear Mr. Cooley:

The marvelous roots came in perfect condition and were all in a well prepared bed within a few hours. If these roots can have only one good rain before our dry spell, they should make a wonderful showing. . . . In spite of the price cutting I really have high hopes since their receipt, due to your liberality in filling the order. . . .

Again thanking you for your liberality with those "top-notch" roots, I am

Yours truly,

H. M. HILL.

Lafontaine, Kansas—June 21, 1931.

(*) INDICATES EXTRA VALUE WILL BE GIVEN THROUGH LIBERAL COUNT

Prices

VARIETY	Price Each on Lots of		
	One	Three	Ten
Allies	\$ 1.50	\$ 1.25	\$ 1.00
*Allure	6.00	5.00	-----
Andante	7.50	5.00	-----
Ambassadeur	.35	.20	.15
Apache	.75	.50	-----
Aphrodite	Sold Out		
Asia	1.00	.75	.50
Ballerine	.50	.35	.25
*Baldwin	4.00	3.75	3.25
Beau Sabreur	6.50	5.00	4.50
*Belisaire	1.00	.75	.50
Blue Velvet	20.00	-----	-----
*Bruno	1.50	1.25	1.00
B. Y. Morrison	-----	-----	.10
Candlelight	-----	Sold Out	-----
*Cardinal	2.00	1.75	1.50
Citronella	-----	Sold Out	-----
Clara Noyes	10.00	9.00	-----
Classic	25.00	-----	-----
*Coppersmith	2.00	-----	-----
Coronation	2.50	2.25	2.00
Dauntless	-----	Sold Out	-----
*Dolly Madison	5.00	4.50	4.00
Dream	.25	.15	.10
*Duke of Bedford	1.25	1.00	.75
Eyadne (\$15 per 100)	.50	.25	.20
Euphony	-----	Sold Out	-----
Fismes	-----	Sold Out	-----
*Frieda Mohr	2.00	1.75	1.50
Germaine Perthuis	1.50	1.25	1.00
*George J. Tribolet	1.00	.75	.50
Gold Imperial	-----	Sold Out	-----
Glowing Embers	-----	Sold Out	-----
*Grace Sturtevant	-----	Sold Out	-----
Ion	10.00	-----	-----
*Jackrose	5.00	4.00	3.00
Julia Marlowe	.75	.50	.40
King Tut	-----	Sold Out	-----
Klamath	40.00	35.00	-----
*Labor	2.00	1.50	1.25
La Bohemienne	2.00	-----	-----
Le Correge	-----	Sold Out	-----
Lord Lamborne	.50	.35	.25
Majestic	.50	.35	.25
Mary Barnett	-----	Sold Out	-----
Mary Gibson	.50	.35	.25
Marquissette	-----	Sold Out	-----
*Melchoir	12.00	10.00	9.00
Meldoric	30.00	25.00	-----
Messaline	3.00	-----	-----
*Michelline Charraire	1.50	1.25	1.00

VARIETY	Price Each on Lots of		
	One	Three	Ten
Mildred Presby	\$.30	\$.25	\$.20
*Midgard	2.50	2.25	2.00
Mlle. Schwartz	.25	.20	.15
*Mme. Durrand	1.00	.85	.75
Mme. Cecile Bouscant	-----	Sold Out	-----
Mons. Brun	-----	Sold Out	-----
Mount Royal	2.50	2.00	-----
Monterey	-----	Sold Out	-----
*Morning Splendor (\$20 per 100)	.40	.30	.25
*Mrs. Valerie West	10.00	8.00	7.50
Opaline	5.00	4.50	-----
Ophelia	2.00	1.75	1.50
Oregon Beauty	25.00	-----	-----
Oregon Giant	25.00	-----	-----
Petruchio	-----	Sold Out	-----
*Pioneer	1.00	.75	.50
Pluie d'Or	12.50	10.00	9.00
Pongee	7.50	-----	-----
Padre	7.50	-----	-----
*Purissima	4.00	3.50	3.00
Pink Satin	-----	Sold Out	-----
Rameses	-----	Sold Out	-----
Rasakura	-----	Sold Out	-----
*Realm	2.00	1.50	-----
Rosado	.50	.35	.25
*Romola	2.00	1.75	1.50
Rosa Bonheur	1.50	1.00	-----
*San Francisco	5.00	4.00	3.50
*San Louis Rey	2.50	2.00	1.75
San Diego	-----	Sold Out	-----
Santa Barbara	.50	.35	.25
Sacramento	-----	Sold Out	-----
Sikh	5.00	4.00	3.75
*Sir Michael	10.00	9.00	8.00
Souv. de Loetitia Michaud	-----	Sold Out	-----
Souv. de Mme. Gaudichau	.35	.25	.20
Sunlight	-----	Sold Out	-----
Surprise	7.50	6.00	5.00
*Swazi	3.00	2.50	-----
*Tenebrae (\$20 per 100)	.40	.30	.25
Titan	.50	.40	-----
Tropic Seas	.40	.25	.20
True Charm	.35	.25	.20
27th of April	.40	.35	.25
Tuscany Gold	5.00	4.50	-----
Vesper Gold	1.00	.85	.75
Wambliska	-----	Sold Out	-----
*Wedgwood	1.00	.50	.40
*White and Gold	2.50	2.00	1.50
Yeoman	-----	Sold Out	-----

Five at the 10 rate — Twenty-five at the 100 rate